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ABSTRACT

This workbook develops basic strategic planning models and presents a step-by-step guide for those involved in a college or university's strategic planning process. The model contains 10 steps, from inception of the plan through the activities of review and revision after the strategic planning committee has completed its planning exercise and written a document. These steps include: (1) developing key performance indicators; (2) assessing the external environment; (3) assessing the internal environment; (4) analyzing strengths, weaknesses, opportunities, and threats; (5) generating ideas; (6) testing ideas; (7) formulating strategies, goals, and objectives; (8) determining institutional readiness for change; (9) implementing the strategy and documenting impacts; and (10) evaluating and revising the plan. The workbook provides guidelines, suggestions, hints, and actual forms and worksheets that committees can use to develop a successful strategic planning process. (MDM)

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